

Research Article

Sporting event attributes and behavioural intention: Mediating effect of destination image

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2017, Vol. 9 (2) pp 59-74
© The Author(s) 2017
Reprints and permission:
UiTM Press
Submit date: 28th June 2017
Accept date: 19th Aug 2017
Publish date: 30th Sept 2017

Dhiya Hikmahana Abdul Razak*

Aslinda Mohd Shahril

Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA Cawangan Selangor, Malaysia
dyarazak89@gmail.com

Proposed citation:

Razak, D.H.A. & Shahril, A.M. (2017). Sporting event attributes and behavioural intention: Mediating effect of destination image. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2), 58-74.

Abstract

This research examines the relationship between sports tourism event attributes (access quality, accommodation quality, and venue quality) and international participants revisit intention to join another sporting event. Furthermore, this study attempts to explore the influence of destination image as a mediator between the relationship of sports tourism event attributes and behavioral intention. It briefly argued that sports event can add the attractiveness of the destination. This research function is exploratory studies which determine the necessary influence of attributes in the sports tourism event to define the concept. Statistical analysis was employed which is reliability test, descriptive analysis by using the mean score and multiple regressions approach which is to explore the relationship between dependent variable and independent variable. For this study, questionnaires were distributed to international participants who joined running event conducted at Putrajaya. The findings from this study presented that, the main hypothesis and three sub-hypotheses were not fully supported. By taking into these considerations, for the future research, it might need to take into though consideration to use a qualitative approach to explore more crucial information.

Keywords:

Sports tourism, event, destination image, behavioral intention, mediating effect

1 Introduction

Referring to the previous researcher, Kouthouris and Alexandris (2005) stated that in the service industry, the quality of services provided by the sporting event is important. Sports event can be categorized from mega sporting events such as national championships to more diminutive size sports events which can additionally be characterized as leisure sports event (Kaplanidou & Gibson, 2010). In line with that, the previous researcher found that communities are attracted to hosting sports events to draw marketing benefits that will contribute to the success of the destination in the long run by creating awareness, improving their image with visitors and attracting tourism business to generate future inbound travel (Candrea & Ispas, 2010). According to Chalip and McGuirty (2004), the destination can enhance their image by hosting sports event that attracts the first time and repeat tourists and sports tourists to the destination using co-branding, brand leverage, and product bundling techniques.

Malaysia Sports Tourism Council reported that sports tourism is currently contributing RM5 billion annually and is highly rated to become one of the key sectors of the tourism industry. Among the tourism components, sports tourism appears to be the most emerging tourism component in Malaysia (Fatt, Hoe, Mea, Musa, & Ghazali, 2010). Meanwhile, Yusof, Fauzee, Shah, and Geok (2009) stated the fact that sports tourism in Malaysia has been increasingly growing is not new especially in the participatory sports. Some of the hallmark sports events that were conducted in Malaysia is The Standard Chartered International Marathon, the Monsoon Cup, and the Formula One Petronas Malaysia Grand Prix that have become major international tourist attractions.

1.1 Problem Statement

A previous study by Yusof et al. (2009), and Yousefi and Marzuki (2010) found that there is the relatively limited amount of adequate research done on sports tourism in Malaysia. Prior research has examined factors for visitation to Sabah was for their sports activity (Som, Marzuki, Yousefi, & Khalifeh, 2012). There have been limited researchers of motivations on sports tourism and only a few studies on the satisfaction or revisit intention of general tourists in Malaysia context (Musa, 2002). Based on the previous study, the researcher is more focusing on the sports event generally and the participant's satisfaction, meanwhile in this study, researcher focusing on the events attributes. Consequently, knowledge of sports event's attributes such as access quality, accommodation quality, and venue quality and participants satisfaction in Malaysia is lacking.

Also, the previous study by Tasci, Gartner, and Cavusgil (2007) said that no systematic structure defines and operationalizes the relationship between destination image and behavioral intention. Therefore, understanding the relationship between the sports tourism attributes and behavior intention with the destination image as a mediator among the sports tourists to Malaysia is crucial.

2 Literature Review

2.1 Sports tourism

When discussing sports tourism, previous literature stated that it must be analyzed in two ways. There is tourism as for sports and tourism as for sight-seeing (Kurtzman & Zauhar, 1997). Sports tourism involves people who leave their homes and jobs to travel for non-business reasons to participate in or watch sports or to visit related sports areas (Fang, 2003). Previous literature defined sports tourism as it relates to the execution of plans related to sports with the purpose is to attract interested people or visitors to watch or to participate in the activity (Chiang, 2003). Lee and Shen (2007) defined sports tourism as tourism in which sports are the main key.

2.2 Sports tourism attributes

Shonk and Chelladurai (2008) indicated that tourist who travels for sports purpose satisfaction could be affected by the sports event attributes which in turn can influence the tourist's intention to return to the event's destination and to the event itself. Sports event attributes can be categorized as service quality, access quality, accommodation quality and venue quality. For this study, researchers focus on sports event attributes which are access quality, accommodation quality, and venue quality.

2.2.1 Access quality

One essential element in sports tourism that has been shown was accessibility (Weed & Bull, 2004). Getz (2008) pointed out that accessibility means total service for customers who visit destinations, including an easy connection to a traffic transports system. Based on the previous researcher, Cheng (2012) found that access quality affected the perception of sports tourism event attributes that will lead to intention to return. Turco, Riley, and Swart (2002) describe approachability and ease of contact as important elements in marketing a sporting event. Sports tourists are more likely to perceive a higher quality experience when they can easily access the various places and things they want to see and do. This study model includes access to three primary areas, (a) the destination; (b) the sports venue; and (c) the accommodation. In this study, it refers to the quality of convenience with which sports tourism visitors traveled to their destination. It defines accessibility as the ease and speed with which the tourist can reach the desired locations. Accessibility may relate to such details as parking areas, airports, freeways, and public transportsation (Getz, 2008).

2.2.2 Accommodation quality

Cooper, Fletcher, Gilbert, and Wanhill (1993) claimed that the accommodation market competes for customers based on physical facilities. Meanwhile, facilities may include such items as the room, lobby, hotel restaurant, pool, and a fitness centre. Guests judging the value of the accommodation to be worth the cost paid are more likely to stay past the end of the sporting event and will tend to be more satisfied with the

event itself (Shonk, 2006). On the other hand, perceived value of such accommodation is one of the indicators for accommodation quality. Service value has been found to enhance perceived value, which in turn, contributes to customer loyalty (Parasuraman & Grewal, 2000), willingness to buy (Dodds, Monroe, & Grewal, 1991), customer satisfaction, and return behaviour at the post-purchase phase (Sabbahy, Ekinci, & Riley, 2004).

2.2.3 Venue quality

This independent variable refers to the facility where the event is planned to be held. Communication between the event staff and the participants are just as important at the sports venue as tourist-employee in the hotels. Wakefield, Blodgett, and Sloan (1996) suggested that the stadium environment may have a significant effect on the extent to which a spectator desires to return to the venue. Also, venue quality includes the interactions, environments and value perceived by the participants (Shonk & Chelladurai, 2008). Scholars in the sports have frequently cited human interactions as an important dimension of the sports experience (Alexandris, Zahariadis, Tsorbatzoudis, & Grouios, 2004; Ko & Pastore, 2004). Based on Bitner (1990) previous study, variations in the physical environment can affect perceptions of an experience independently of the actual outcome.

2.3 Destination image

According to Ekinci (2003), Jun and Yan (2015), and Korstanje (2009), destination image is consistently discovered to have major impacts on travel-related behaviors, for instance, choice of destination and upcoming travel intentions. Also, Kotler and Gertner (2004) define destination image as the sum of beliefs and impressions people hold about the place. The image represents a simplification of a larger number of association and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place (p. 24).

2.4 Behavioural intention

Behavioural intention is a behavioral tendency of an individual before a particular behavior is adopted. Regarding (Bagozzi & Phillips, 1982), it plays a major role in predicting possible consumer behaviors and behavioral intention is also a necessary process in any form of behavior expression; it is a decision made before an actual behavior is adopted (Fishbein & Ajzen, 1975). On the other hand, (Baker & Crompton, 2002) pointed out that behavior can be predicted from intentions and result obtained from a correct prediction that often corresponds to actual customers behaviors.

3 Hypotheses Development

3.1 Relationship between sports tourism event attributes and behavioral intention

Lee and Shen (2007) indicated that sports tourism features show a positive relationship between participants' perceived value and satisfaction. A study of a festival in Korea found that 54% of the variance in the behavioral intention of a revisit is explained by overall satisfaction (Son & Lee, 2011). In their conceptual model of sports event tourism, Shonk and Chelladural (2008) acknowledged that spectators might return to the event or the place where it is held. The survey conducted at the Biathlon found that respondents were likely to return to the event but not to the destinations - leading to the suggestion that "loyalty does not exist for the destination" (Osti, Disegna, & Brida, 2012). Therefore, this study proposes that good sports tourism event attributes will encourage participants to revisit the destination. Thus, the first hypothesis is:

- H₁: There is a significant relationship between sports tourism event attributes and behavioral intention to join the similar event.

3.2 Relationship between sports tourism event attributes and destination image

Based on Chalip, Green and Hill (2003), Chalip and McGuirty (2004), sports event image or attributes not only affects destination image, and to add more Dimanche (2003) said that it enhances destination image. Destination image can be strengthened by hosting sports events; cultural events, fair, festivals or concerts can raise tourists' awareness (Solberg & Preuss, 2007). Therefore, based on the above argument, this study proposes that sports event's attributes will give a positive impact on the destination image. Thus, the formulated hypothesis:

- H₂: There is a significant relationship between sports tourism event's attributes and destination image.

3.3 Relationship between destination image and behavioral intention

Brand image is the main driver of brand equity, which refers to the general perception of the consumer and feelings about the brand, and influences consumer behavior (Zhang, 2015). A study on the relationship between image and revisit intention by Tasci and Gartner (2007) demonstrates destination image is an independent variable that influences behavioral intention. Also, a recent study by Mohamad, Abdullah, and Mohkhlis (2012) found that the more favorable the destination image, the more positive the loyalty intention. Therefore, based on the above argument, this study proposes that good destination image will encourage participants to revisit the destination. Thus, the formulated hypothesis:

- H₃: There is a significant relationship between destination image and behavioral intention to join similar event

4 Methodology

4.1 Research design

This study applies an exploratory study as it is suitable when there are few or no previous studies to refer. The research design for this study is based on quantitative methods with the implementation of the structured questionnaire as the research instrument to gather primary data. The quantitative approach is chosen as the most appropriate for this study because the quantitative methodology is most suitable for making comparisons and statistical aggregation by surveying a greater number of people using a rigid predetermined set of variables (Patton, 2002). This technique is well-known as quick and can reach more respondents at relatively low cost.

4.2 Population and sample

The samples for this study were international participants who participated in running event such as Ironman 70.3, Putra 24 hours Endurance Run, Nexus International School Triathlon and Pemadan International Run that held at Putrajaya. The total numbers of respondents for this study were 200 international participants. According to Hair, Black, Babin, and Anderson (2010), to gain the number of those surveyed, each item in questionnaire multiple by five. Referring to the total of questions in this study is 37, therefore, $37 \times 5 = 185$. Therefore, it complies with Hair et al. (2010) condition and suggestion

4.3 Data collection process

As this study is to access the experience of the international participants towards the sports event attributes and destination image and their intention to revisit the destination or to re-joining the event in the future, the data were collected at the event's venue itself two days before the event day which was during the race kit collection day. Nevertheless, before carrying out the survey, the event's organizer such as twenty-first Century Sports, Ultra Running and MTS Sports and Event Management were contacted to obtain permission for undertaking the survey.

5 Result

The questionnaires were distributed personally to 200 respondents who are the international participants that participated in a sports event that was taken place at Putrajaya such as Ironman 70.3 Putrajaya on April, Putra 24 Hours Endurance Run on April, Nexus International School Triathlon Putrajaya on May, and Pemadam International Run on May. As a result, all 200 questionnaires have been fully answered by the respondents.

5.1 Demographic profiles

This study found that most of the interviewees were male by 59.5% (n=119) while 40.5% (n=81) of them were female. It also showed most of the respondents were 30 until 39 years old which is 37.5% (n=75) followed by 28% (n=56) which aged between 40 until 49. Besides, for the 20 until 29 years old respondents, there were 22% (n=44), and the rest of 12.5% (n=25) were aged 50 until 59. The findings showed that majority of the respondents' travel twice a year for attending sports's event with the highest percentage of 53.5% (n=107) followed by respondents who travel 3 to 5 times per year for the same reason with 38% (n=76), 5.5% (n=11) respondents travel once a year and only 3% (n=6) of the respondents travel more than 5 times per year for attending sports's event. Lastly, most of the respondents were from the United Kingdom with 51% (n=102), meanwhile 38% (n=76) of the respondents were from Australia, followed by Indonesia with 7.5% (n=7.5%), China with 2.5% (n=5) and 1% (n=2) of the respondents were from France.

5.2 Access quality

From this study, most of the international participants were not highly agreed with most items in this section the range of mean score was from 2.96 to 3.71. It concluded that the international participants' level of influence with access quality for a sports event in Putrajaya is moderate.

Table 1: Descriptive analysis for access quality

Code	Item	Mean	Std. Dev.
B1_1	Accessorily has been excellent during my trip	3.6300	.66733
B1_2	Travel around the city was easy	2.9700	.81389
B1_3	I experienced no problems in getting to this place	2.9750	.98449
B1_4	Getting to event venue was easy	2.9550	.94203
B1_5	My hotel is located in a convenient location	3.6350	.69584
B1_6	I experienced no problems in getting to where I needed to go from my hotel	3.7150	.22591
B1_7	Parking at my hotel is convenient	3.5100	.69449

5.3 Accommodation quality

Majority of the international tourists agreed with most of the items in this section analysis. In the sum of these points indicate that the international participants satisfy with accommodation quality in Putrajaya.

Table 2: Descriptive analysis for accommodation quality

Code	Item	Mean	Std. Dev.
B2_1	My hotel is of high quality	3.9650	.68272
B2_2	I enjoyed staying in my hotel	3.9950	.63797
B2_3	I enjoyed interacting with front desk employees at my hotel	3.2350	.89092
B2_4	My interactions with housekeeping employees were pleasant	2.9550	.94203
B2_5	The design of my hotel is attractive	3.4800	.67220
B2_6	My hotel is very comfortable	4.1450	.50522
B2_7	My hotel is definitely worth the money	4.1200	.62253

5.4 Venue quality

Most of the tourist influences with most items in this section the range of mean score were from 3.39 to 3.93. Most of the international participants agree that the event venue which in this study was Putrajaya ranks very high as a running event. This also influences the international perception that Putrajaya is well suited to host the running event.

Table 3: Descriptive analysis for venue quality

Venue Quality			
Code	Item	Mean	Std. Dev.
B3_1	This event venue ranks very high as a running event venue	3.9350	.78348
B3_2	This event venue is well suited to host this sports event	3.6300	.75893
B3_3	The concession employees at the event's venue are friendly	3.8450	.69526
B3_4	Ushers are very helpful at event's venue	3.8900	.77518
B3_5	I enjoyed interacting with the vendors at the event's venue	3.6500	.76841
B3_6	This event venue has an efficient layout	3.7750	.63750
B3_7	The parking at the event's venue makes it easy to get in and out quickly	3.6200	.53576
B3_8	Food sold was priced reasonably at the event's venue	3.3900	.69304

5.5 Destination image

The result showed that there was a moderate level of the international participants agrees that Putrajaya is an exciting destination. The international participants strongly disagree that Putrajaya is an as arousing destination. However, they are strong agreement among the international participants that feel Putrajaya is a relaxing vacation destination.

Table 4: Descriptive analysis for destination image

Code	Item	Mean	Std. Deviation
C1_1	exciting	3.0850	.80686
C1_2	pleasant	3.8400	.65309
C1_3	arousing	2.0450	.90391
C1_4	relaxing	4.4950	.42255
C1_5	friendly	3.3400	.64535

However, most of the international participants did not agree that Putrajaya offered a good nightlife and entertainment. They also strongly disagree that Putrajaya offered a good quality restaurant. The international participants agree that Putrajaya offered shopping facilities. Lastly, most of the international participants agree that Putrajaya offered personal safety and lastly the international participants highly agree that Putrajaya offered a suitable accommodation.

Table 5: Descriptive analysis for destination image

Code	Item	Mean	Std. Deviation
C2_1	good nightlife and entertainment	2.8100	.78548
C2_2	good quality restaurant	2.8550	.79822
C2_3	shopping facilities	3.2300	.84300
C2_4	personal safety	3.8000	.59309
C2_5	suitable accommodation	4.3600	.64223

5.6 Behavioural Intention

The magnitude of the mean scores ranges from the low level of mean score 2.68 to almost high score 4.10. The result showed that there was a moderate level of agreement that the international participants will come back to re-join the event again in the future. However, most of the international participants disagreed to get back to Putrajaya for visitation in the future. Although the result showed a small level of revisit intention to Putrajaya, most of the international participants were very satisfied with their trip to Putrajaya for attending the sporting event.

Table 6: Descriptive analysis for behavioural intention

Code	Item	Mean	Std. Dev.
D1	I plan to attend this event again in the future	4.085	0.60797
D2	I plan to return to Putrajaya for another visit in the future	2.895	0.75951
D3	I plan to return to Putrajaya for another sporting event	4.1	0.75021
D4	There is no doubt that I will return for another visit to Putrajaya	2.68	0.77499
D5	Overall, I am very satisfied with my trip for this event at Putrajaya	3.985	0.62989

5.7 Relationship between access quality, accommodation quality, venue quality and behavioral intention

The R-square value is 0.237, which means 23.7% of the variation in behavioral intention can be explained by access quality, accommodation quality, and venue quality. Table 7 shows the result of the regression analysis.

Table 7: Regression analysis for sports tourism event attributes and behavioral intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.214	.308		7.189	.000
Access quality	-.015	.049	-.020	-.299	.766
Accommodation quality	-.133	.058	-.147	-2.304	.022
Venue quality	.505	.067	.487	7.529	.000

Dependent Variable: Behavioral intention

Multiple regression was conducted to examine whether sports' event attributes (access quality, accommodation quality, and venue quality) impact on behavioral intention. An inspection of individual predictor revealed that access quality (Beta= -.02, $p > .001$) and accommodation quality (Beta = -.15, $p > .001$) are not significant predictors of overall behavioural intention. Meanwhile, only venue quality (Beta= 0.487, $p < .001$) indicated it is a significant predictor of overall behavioral intention. Hence, hypothesis 1 is not supported.

5.8 Relationship between access quality, accommodation quality, venue quality and destination image

The R-square value is 0.155, which means 15.5% of the variation in destination image can be explained by access quality, accommodation quality, and venue quality. Table 8 shows the result of the regression analysis.

Table 8: Regression analysis between sports tourism event attributes and destination image

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.546	.422		3.666	.000
Access quality	.190	.072	.186	2.638	.009
Accommodation quality	.372	.075	.331	4.982	.000
Venue quality	-.029	.097	-.021	-.299	.765

Dependent Variable: Destination image

Multiple regression was conducted to examine whether sports's event attributes (access quality, accommodation quality, and venue quality) impact on destination

image. An inspection of individual predictor revealed that access quality (Beta= .19, $p > .001$) and accommodation quality (Beta = .33, $p < .001$) are significant predictors of overall destination image. Meanwhile, only venue quality (Beta= -.3, $p > .001$) indicated it is not a significant predictor of overall behavioral intention. Hence, hypothesis 2 is supported.

5.9 Relationship between destination image and behavioral intention

The R-square value is 0.027, which means destination image can explain 2.7% of the variation in behavioral intention. Based on Table 4.9 above, the Beta = .17, $p < .001$. . Hence, the finding shows that there is a significant relationship between destination image and behavioral intention. Specifically, hypothesis 3 is supported. Table 9 shows the result of the regression analysis.

Table 9: Regression analysis between destination image and behavioral intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.084	.199		15.478	.000
Destination image	.137	.058	.166	2.366	.019

Dependent Variable: Behavioural intention

5.10 Mediating effect of destination image on relationship between sports tourism event attributes and behavioral intention

The R^2 after adding mediating factor which is destination image is 0.047 which means only 4.7% of the variation in behavioral intention can be explained by access quality, accommodation quality and venue quality and destination image. Table 10 shows the result of the regression analysis.

Table 10: Result from regression analysis for mediating factor

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta(β)		
(Constant)	2.552	.331		7.709	.000
Direct	.192	.096	.150	2.002	.047
Indirect	.091	.062	.110	1.467	.144

Dependent Variable: behavioural intention

The direct effect is between the independent variables and mediating variable and between mediating variable and dependent variable. Meanwhile, the meditational effect in which independent variable leads to dependent variable through mediating variable is called indirect effect. Baron and Kenny (1986) proposed four-step approach in which several regression analyses are conducted and significant of the coefficients is

examined at each step. The first step is simple regression analysis between sports's event attributes and behavioral intention. The result showed that there is no significant relationship (refer Table 4.7). The second step is simple regression analysis between sports's tourism event attributes and destination image. The result showed that there is significant relationship (refer Table 4.8). The third step is simple regression analysis between destination image and behavioral intention. The result showed that there is significant relationship (refer Table 4.9).

Referring to previous researcher that concluded in which an overall independent variable to dependent variable relation may not be significant, yet mediation still exist (Mackinnon, Fairchild, & Fritz, 2007). The last step is a multiple regression analysis between sports tourism event attributes, destination image and behavioural intention. Based on table above, destination image mediated the relationship between event attributes and behavioural intention, indirect effect $\beta = .091$, $r^2 = .047$ and p-value = 0.144. The direct effect of event attributes and behavioural intention was $\beta = 0.192$ and p-value = 0.047 which the effect is after controlling for the mediation effect (refer Table 4.10). Hence, based on the result it was found that destination image mediates the relationship between events attributes and behavioural intention. According to Baron and Kenny (1986), perfect mediation holds if the independent variable has no effect when the mediator is controlled.

6 Discussion

Based on the finding, the result showed that relationship between sports tourism event's attributes and behavioral intention to join similar event is negative. Likewise, the finding from previous researcher found that there is an overall perceived perception of sports tourism event attributes can influence tourist satisfaction which in turn, influences the tourist's intention to return to the place of the event and/or the event itself (Shonk & Chelladurai, 2008). This finding from previous researcher was contrast with this current research. However, according to Hussein (2016), there is no consensus among scholars about the relationships between event attributes or event image and revisit intention. The finding also showed that the relationship between sports tourism events attributes and destination image is positive. The result was supported by Chalip and McGuirly (2004), which indicated that destination, can enhance their image by hosting sports event that attract first-time and repeat tourists and sports tourists to the destination using co-branding, brand leverage and product bundling techniques.

Based on the finding, it showed that there is significant relationship between destination image and behavioral intention to join similar event. This finding was supported with the previous study by Rittichainuwat, Brown and Qu (2001) initiates the more the positive image that tourists have about a destination, the higher the rate of revisit. This was supported with the finding which is there is a significant relationship but a weak relationship and based on the finding also, it can be conclude that behavioral intention to join similar event in future depend on destination image. The finding

showed that destination image fully mediate the relationship between sports tourism events attributes and behavioral intention, such finding consistent with previous studies that destination image positively affects behavioral intention to revisit the events and recommend it to others (Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012). As this finding has demonstrated, the researcher can conclude that destination image does mediate the relationship between sports tourism event attributes and behavioral intention to join similar event.

7 Conclusion

Among the four hypotheses in this study, only three of them were supported. As mention is the above section, the relationship for hypothesis one is negative because access quality and accommodation quality are not significant predictors of overall behavioral intention only venue quality has significant relationship with behavioral intention to revisit similar event. The reason might be the respondents for this study were international participants who mostly travel twice or three to five times per year for participated in sports event. Therefore, the respondents can be considered as a person who is enthusiastic in sports event specifically running event in this study and accessibility and accommodation are not their main reason for travelling. This statement is supported by Turco, Riley and Swart (2002) that in sports tourism, the main purpose for travel is the participation in or viewing of sports.

8 Limitations

Further research can also explore the influence of more event sports tourism attributes such as the contest quality and more details of the sub item for each dimension included in the framework and study how each sub item influence the dimension and significantly how the dimension will influence the sports tourism attributes that will lead to the behavioral intention to join similar event. The first possible limitation is related to the sample size. This study only focuses on the international participants and the survey were collected only at running event held in Putrajaya, the result may be generalized in a study contextual setting only. The second limitation of this study is the research design. As for data collection of this study, quantitative approach was used whereby the questionnaires have been distributed to the respondents. The third limitation of this study is the method using on approaching the respondents. In this study, the respondents were the international participants and in order to get accurate answered, questionnaire need to be distributed after the runners completed the race because after they experience the whole event, then only they can rate the quality of the sports event.

9 Recommendations

For the future research, to get larger sample size, it is recommended to not only focus on one venue. In order to study how the sports tourism event attributes, effect the behavioural intention to join similar event, the researcher should conduct the study on a big scale sports events or international sports event. Researcher also suggested to use triangulation approach as this method can provide crucial information which is not found from this study. Through qualitative research method, it would be useful in gaining knowledge that is not measurable by survey alone. Moreover, by using qualitative research, the possibility of the findings would be simpler. For future research, it is suggested that researcher to choose sports event in which to study in advance and get the international participants database from the event organizer. It is not easy to get the information and it require sometimes. It is advisable that the researcher contact the event organizer prior to the time of the sports event.

10 References

- Alexandris, K., Zahariadis, P., Tsozbatzoudis, C., & Grouios, G. (2004). An empirical investigation of the relationships among service quality, customer satisfaction and psychological commitment in a health club context. *European Sports Management Quarterly*, 4(1), 36-52.
- Bagozzi, R.P. & Philips, L.W. (1982). Representing and testing and testing organizational theories: A holistic construal. *Administrative Science Quarterly*, 27(3), 459-489.
- Baker, D. A., & Crompton, J. L. (2002). Quality, satisfaction and behavioral interests. *Journal of Leisure Research*, 14, 63-76
- Baron, R., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Bitner, M. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82.
- Candrea, A.D. & Ispas, A. (2010). Promoting tourist destination through sports events. The case study of Brasov. *Journal of Tourism*, 10, 61-64.
- Chalip, L., Green, B. C., & Hill, B. (2003). Effects of sports event media on destination image and intention to visit. *Journal of sports management*, 17(3), 214-234.
- Chalip, L. G. & McGuirty, J. (2004). Bundling Sports Events with the Host Destination. *Journal of Sports Tourism*, 9(3), 267-282.
- Cheng, H.P. (2012). An investigation of the relationships among sports tourism quality, satisfaction and tourists' intentions to return for a triathlon in Taiwan. *Sports Management*, 30-32.
- Chiang, C. H. (2003). The study of of golf holiday participation motivation and satisfaction of sports tourists. *Journal of Sports Quarterly*, 138, 12-17.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *Tourism principles and practices*. London: Pittman Publishing.
- Dimanche, F. (2003). The role of Sports Events in Destination Marketing. *Leisure Science*, 12(2), 179-195.

- Dodds, W.B., Monroe, K.B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 207-319.
- Ekinci, Y. (2003). From destination image to destination branding: An emerging area of research. *E-review of Tourism Research*, 1(2), 1-4.
- Fang, S. (2003). The development of sports tourism curriculum. Unpublished doctoral dissertation, National Taiwan Normal University, Taipei, Taiwan.
- Fatt, O.T., Hoe, W.E., Mea, K.M., Musa, & Ghazali (2010). Destination preferences and travel behaviour among golf tourists in Malaysia. *Science and Social Research (CSSR), 2010 International Conference on 5-7 Dec. 2010* (pp. 884 - 889). Kuala Lumpur: IEEE.
- Fishbein, M. & Ajzen, I (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. *Reading, Mass: Addison-Wesley Pub. Co.*
- Getz, D. (2008). Event Tourism: Definition, Evaluation, and Research. *Tourism Management*, 29(3), 403-428.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R.E. (2010). *Multivariate Data Analysis: A Global Perspective (7th ed.)*. New Jersey: Pearson.
- Hussein A.S. (2016). How Event Awareness, Event Quality and Event Image Creates Visitor Revisit Intention? A lesson from car free day event. *7th International Economics & Business Management Conference, 5th & 6th October 2015*. *Procedia Economics and Finance* 35, 396-400
- Jun, L., & Yan, Y. (2015). Describing and testing gender as moderator: Illustrated substantively with a hypothesized relation between image, satisfaction, and behavioural intentions. *Anatolia*, 26(2), 258-268.
- Kaplanidou, K., & Gibson, H. (2010). Predicting Behavioral Intentions of Active Sports Tourists: The Case of a Small Scale Recurring Sports Event. *Journal of Sports and Tourism*, 15(2), 163-179.
- Ko, Y. J. & Pastore, D (2004). Current issues and conceptualizations of service quality in the recreation and sports industry. *sports marketing quarterly*, 13(2), 159-167.
- Korstanje, M. (2009). Re-visiting risk perception theory in the context of travel. *E-Review of Tourism Research*, 7(4), 68-81.
- Kotler, P., & Gertner, D. (2004). Country as brand, product, and beyond: A place marketing and brand management perspective. *The Journal of Brand Management*, 9, 24.
- Kouthouris, C. & Alexandris, K. (2005). Can service quality predict customer satisfaction and behavioral intentions in the sports tourism industry? An application of the SERVQUAL model in an outdoor setting. *Journal of Sports & Tourism*, 10(2), 101-111.
- Kurtzman, J. & Zauhar, J. (1997). A wave in time-The sports tourism phenomena. *Journal of sports tourism*, 4(2), 5-20.
- Lee, C. & Shen, T. Y. (2007). A study of the effects of sports-tourism features on tourist's perceived value and satisfaction. *Journal of Humanities and Social Sciences*, 3(1), 17-26.
- Mackinnon, D., Fairchild, A., & Fritz, M. (2007). Mediation analysis. *Annual Review of Psychology*, 58, 593-614.
- Mohamad, M., Abdullah, A., & Mokhlis, S. (2012). Tourists' Evaluations of Destination Image and Future Behavioural Intention: The Case of Malaysia. *Journal of Management and Sustainability*, 2(1), 181-189.
- Musa, G. (2002). Sipadan: A Scuba Diving Paradise: An Analysis of Tourism Impact, Diver Satisfaction and Tourism Management. *Tourism Geographies*, 4(2), 195-209.

- Osti, L., Disegna, M., & Brida J. G. (2012). Repeat visits and intentions to revisit a sporting event and its nearby destinations. *Journal of Vacation Marketing*, 18(1), 31-42.
- Parasuraman, A. & Grewal, D (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28 , 168-174.
- Patton, M. Q. (2002). *Qualitative research and evaluation method* (3rd ed). Thousand Oaks, CA: Sage
- Reza Jalilvand, M., Samiei, N., Dini, B., & Yaghoubi Manzari, P. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1-2), 134-143.
- Rittichainuwat, B.N., Brown, T.J.& Qu, H. (2001). Thailand's international travel image. *Cornell hotel and restaurant administration quarterly*, 42(2), 82-95.
- Sabbahy, H.Z., Ekinci, Y., & Riley, R (2004). An investigation of perceived value dimensions: Implications for hospitality research. *Journal of Travel Research*, 42(3), 226-234.
- Shonk, D. J., & Chelladurai, P. (2008). Service quality, satisfaction, and Intent to return in Event Sports Tourism. *Journal of Sports Management*, 22(5), 587-602.
- Shonk, D.J. (2006). Service Quality Findings at the MLS All-Star Game. Report prepared for, and presentation made to representatives from the Columbus Crew, Experience Columbus, Greater Columbus Sports Commission & Major League Soccer: Columbus, OH.
- Solberg, H. A. & Preuss, H. (2007). Major sports events and long term tourism impacts. *Journal of sports management*, 21(2), 213-234.
- Som, A. P. M., Marzuki, A., Yousefi, M., & Abu Khalifeh, A. N. (2012). Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4), 39-50.
- Son, S. & Lee, K. (2011). Assessing the influences of festival quality and satisfaction on visitor behavioral intentions. *Event Management*, 15(3), 293-303.
- Tasci, A. & Gartner, W. (2007). Destination image and its functional relationships. *Journal of Travel*, 45(4), 413-425.
- Tasci, A. D., Gartner, W. C., & Cavusgil, S. T. (2007). Conceptualization and Operationalization of Destination Image. *Journal of Hospitality and Tourism Research*, 31(2), 194-223.
- Turco, D., Riley, R., & Swart, K. (2002). *Sports Tourism*. Morgantown, WV: Fitness Information Technology.
- Wakefield, K.L., Blodgett, J.G., & Sloan, H.J. (1996). Measurement and management of the sportscape. *Journal of Sports Management*, 10(1), 15-31.
- Weed, M. & Bull, C. (2004). *Sports Tourism: Participants, policy and providers*. Oxford: Elsevier Butterworth Heinemann.
- Yousefi, M. & Marzuki, A (2012). Travel Motivations and the Influential Factors: The Case of Penang, Malaysia. *Anatolia*, 23(2), 169-176.
- Yusof, A., Fauzee, M., Shah, P., & Geok, S. (2009). Exploring small scale sports event tourism in Malaysia. *Research journal of international study*, 9(January), 47-58.
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 3, 58-62.